

Communications Advisory Committee Meeting
Wednesday, May 18, 2022, 6:30 pm
Town Hall
Exeter, NH 03833

MINUTES

Present: Martha McEntee (Chairperson), Nina Braun, Lindsay Sonnett, Herb Moyer, Bob Glowacky, Andy Swanson, and Nancy Belanger (Select Board Rep).

The meeting convened at 6:35pm.

Approval of Minutes Upon motion by Lindsay, seconded by Nina, the previous meeting minutes were unanimously approved.

Communications Coordinator Update on Status of Town Website Refresh. Bob reported that MuniCode provided the demo link of the website. He noted that only some changes to the megamenu and a few minor cosmetic changes need to be done before we're ready to go live.

He has met with almost all of the departments to go over the site activity report, which allows staff view all of the published and unpublished pages under the various microsites on the website. The goal is for each department to inventory what's on its website pages with a view to cleaning up old/stale content, rearranging content by importance, and making other updates.

Martha thinks that the committee should recommend that all town staff responsible for maintaining the website be required to attend training sessions or complete training videos to take full advantage of the website support Municode offers as part of the refresh process. Bob will follow up with Russ on this.

Working Session on Best Practices.

Bob has created a draft of best practices as an excerpt of the larger Communication Plan/Best Practice document. The website best practices draft includes bullet points of common tips, basic information about the various page types, and a chart of staff that oversee various microsites.

Martha said that each department should be required to designate a staff member to maintain its web pages. Bob will discuss this with Russ.

Nina said that some of the details, such as the reference to Search Engine Optimization (SEO) might be too technical and an easy-to-use document might be more suitable.

Bob will email his draft to the Committee members and asks that they give feedback on his document by the end of the month.

Update on TV Project. Bob has started to gather links to other station policies to compare what we have.

Other Business. Bob has met with reps from TextMyGov, SimpleTexting, and RAVE Mobile to learn more about their respective texting services. These services would allow the town to send text messages to various alert groups similar to how our email marketing is done currently. He reviewed each company's offerings and noted that if the town wants to have a texting service, it would need to put \$4,000-7,000 in the budget for FY23. Bob will begin conversations with Russ to see if there is any COVID money available for this.

The meeting adjourned at 7:45pm.
